

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for identifying as being helpful or otherwise valuable product/service reviews in a database coupled to a distributed communication network, the method comprising the steps of: displaying product/service reviews from ~~said the~~ database on a client display connected to ~~said the~~ database over ~~said the~~ network; providing an interactive element associated with each of the displayed ~~review~~ reviews on the client display, which when clicked by a user, indicates that the user has found ~~the a~~ displayed review associated with a product/service helpful in determining whether or not to purchase or ~~to use the product/service at issue;~~ receiving at ~~said the~~ database an indication that the user has clicked the interactive element, and incrementing a count of a stored number of indications for ~~said the~~ review (1) in response to said the indication and (2) if the stored number of indications does not exceed one indication for the review from the user; and displaying the count of the stored number of indications ~~associated with~~ for a the review on ~~said the~~ client display together with the review.
2. (Currently Amended) The method of claim 1, further comprising ~~the steps~~ of sorting the reviews in ascending or descending order as a function of the number of indications tallied for each review, and sequentially displaying the reviews in the sorted order.

Claims 3-6 (Cancelled)

7. (New) The method of claim 1, further comprising:
compiling a list of reviewers including names of those reviewers who have
received a highest number of indications for their product/service
reviews; and
displaying the list of reviewers on the client display.
8. (New) The method of claim 1, further comprising sending an error to the
user if the interactive element is clicked more than once by the user for the
review.
9. (New) A system for identifying as being helpful or otherwise valuable
product/service reviews in a database coupled to a distributed
communication network, the system comprising:
a first computer coupled to the database over the network, the first
computer having a display to
display product/service reviews from the database,
provide an interactive element associated with each of the
displayed reviews, which when clicked by a user, indicates
that the user has found a displayed review associated with a
product/service helpful in determining whether or not to
purchase or use the product/service, and
display a count of the stored number of indications for the review
together with the review; and
a second computer coupled to the first computer, the second computer to
receive an indication that the user has clicked the interactive

element, and to increment a count of the stored number of indications for the review (1) in response to the indication and (2) if the stored number of indications does not exceed one indication for the review from the user.

10. (New) The system of claim 9, wherein the second computer is further to sort the reviews in ascending or descending order as a function of the number of indications tallied for each review, and sequentially displaying the reviews in the sorted order on the first computer.
11. (New) The system of claim 9, wherein the second computer is further to compile a list of reviewers including names of those reviewers who have received a highest number of indications for their product/service reviews, and to provide the list of reviewers to the first computer.
12. (New) The system of claim 11, wherein the first computer is further to display the list of reviewers.
13. (New) The system of claim 9, wherein the second computer is further to send an error to the first computer if the interactive element is clicked more than once by the user for the review, wherein the first computer is utilized to display the error to the user.
14. (New) A machine-readable medium having stored thereon data representing sets of instructions for identifying as being useful or otherwise valuable product/service reviews in a database coupled to a distributed communication network, the sets of instructions which, when executed by a machine, cause the machine to:

display product/service reviews from the database on a client display

connected to the database over the network;

provide an interactive element associated with each of the displayed

reviews on the client display, which when clicked by a user,

indicates that the user has found a displayed review associated with

a product/service helpful in determining whether or not to purchase
or use the product/service;

receive at the database an indication that the user has clicked the
interactive element, and incrementing a count of a stored number
of indications for the review (1) in response to the indication and
(2) if the stored number of indications does not exceed one
indication for the review from the user; and
display the count of the number of indications for the review on the client
display together with the review.

15. (New) The machine-readable medium of claim 14, wherein the sets of instructions which, when executed by the machine, further cause the machine to sort the reviews in ascending or descending order as a function of the number of indications tallied for each review, and sequentially displaying the reviews in the sorted order.
16. (New) The machine-readable medium of claim 14, wherein the sets of instructions which, when executed by the machine, further cause the machine to:

compile a list of reviewers including names of those reviewers who have

received a highest number of indications for their product/service
reviews; and

display the list of reviewers on the client display.
17. (New) The machine-readable medium of claim 14, wherein the sets of instructions which, when executed by the machine, further cause the

machine to send an error to the user if the interactive element is clicked
one than once by the user.